



Good Neighbor News

Fall 2013

A City of Carlsbad Police Department Neighborhood Watch Publication



Ten things about the Internet you have to read to believe

According to "The Fifth Element"

1. In 2012, 30 billion pieces of e-mail spam were sent each day.
2. Only one in five e-mails sent are legitimate and without malware.
3. In 2012, two-thirds of the data breaches were due to human error or system error.
4. The estimated number of people exposed with every single privacy data breach is slightly larger than the population of Portland, Oregon (Pop. 604,828).
5. When you lose your laptop, the cost is not just the machine's retail price. The actual value of what it costs, including data recovery is \$49,245.
6. The majority of private materials that are leaked from insiders come from insiders who are authorized to access the files in the first place.
7. Cybercrimes are predicted to grow 10 percent per year through 2016. With new technology comes new vulnerabilities.
8. The number of malicious websites that exist on the internet is up 600 percent since 2012.
9. Forty-six states have laws that require a company to notify you if your personal information has been compromised.
10. The grand total of records breached on the internet since 2005 is 608,087,870.

Cybercrime is expected to grow 10 percent a year!

In case that did not get your attention, here are six things you should know about Internet Identity Theft (according to Kiplinger)

1. If you're using simple passwords for your accounts so you can remember them, you're making it easy for hackers to figure them out, too.
2. It's tempting to use free public Wi-Fi to get Internet access while you're away from home or work. But these shared networks make it easy for hackers to see everything you're doing.
3. Many retail sites offer customers the opportunity to create password-protected accounts with their billing

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information to make it easier for them to make purchases online. Yet, if a hacker gets into the site, they also get all your information.

4. The more credits cards you use, the more chances you give hackers to access your account information and use your entire credit limit, Irvine says.
5. When you announce your birthday, your address and even your pet's name on Facebook or other social network, you're giving identity thieves personal information they can use to tap your accounts.

Now that I have your attention, here are some prevention tips.

1. Create passwords with a minimum of ten characters that include numbers, symbols and upper- and lowercase letters.
2. Don't store passwords in a file on your computer or mobile device that hackers could access by using spyware.
3. Ideally, use different passwords for every account. But at least use different passwords for your financial accounts than you use for social network accounts.
4. Use your phone's 3G or 4G service to access the Web for a more secure connection, or tether your computer to your phone to use its data plan rather than public Wi-Fi.
5. Log-in as a guest instead of creating an account.
6. Use a payment service, such as PayPal, to make all of your online purchases. And link only one credit card with a low limit to your PayPal account.
7. When choosing answers to security questions for your accounts, don't use your own information. Use the name of a friend's high school, make up a name for a childhood pet or simply lie about your favorite cereal.





If you have kids or grandkids, you probably have internet safety question. Well, NetStartz has answers.

NetSmartz411® is a first-of-its-kind online service provided by the National Center for Missing & Exploited Children® to answer questions relating to children about Internet safety, computers and the Web. Anyone can search the NetSmartz411 library for answers to their questions and contact NCMEC staff to ask specific questions about online safety and the Internet.

All research and answers provided by NetSmartz411 are written by skilled professionals who work in the Exploited Children Division at NCMEC. These individuals are trained to understand the Internet, areas of emerging technologies, and are well-versed in the online techniques used by people who may try to contact a child online.

This is not all you can find at NetSmartz.org. The website is packed with safety services and games for kids of all ages. It also has resources for educator and parents. Check it out.

Visit www.NetSmartz411.org to learn more.

October is Crime Prevention Month

Take an active role. Promote a healthy neighborhood!

- Join Neighborhood Watch.
- Have a "Home Security" neighborhood party where you talk about ways to improve the safety and security of the neighborhood.
- Get to know neighbors by forming walking groups, reading clubs, "foodie" groups or mom clubs.
- Promote neighborhood gatherings that would encourage neighborhood collaboration.
- Tell a neighbor when they leave their garage door open or car unlocked.
- Keep an eye on your street and report suspicious activity and crime 24 hours a day, when it is taking place by calling (760)931-2197.
- Learn to be a good witness...license plate?
- Get teens involved in all neighborhood programs.
 - Street beautification
 - Flower planting
 - Neighborhood Watch
- Form positive groups for teens with similar interests.
 - Consider ways older kids can be a role model for younger kids.
- Check on older neighbors that might need help.
- Have vacation security "buddies."
- When the time changes, adjust your interior and exterior light timers. Remind your neighbors. A house sitting dark is an opportunity for crime.



Police and Fire Open House *Great opportunity for the whole family!*

Join us Saturday, Oct. 12 from 10 a.m. to 2 p.m. for the annual police and fire department's open house. The open house will be held at the training facility located at 5750 Orion Street. There will be live demonstrations, displays and tours. "This is such a great event for all the members of the family," reported a participant.

New Social Media going strong!

Taking communication to new levels. Be part of the revolution!

- There have been 90 posts to the Facebook page.
- The page reaches on average 3,000 people a week.
- The highest number of people reached in one week was 19,000
- A variety of information is posted: press releases, crime prevention, public interest, wanted subjects, crime trends, traffic alerts, etc.
- You don't need to be a Facebook user to see the site.
www.facebook.com/carlsbadpolicedepartment
- There have been 134 tweets.
- Tweeted information is similar to Facebook
- There have been two tweet-a-longs.
- Find us on twitter @CarlsbadPolice

Check it out. "like" and "follow" if you feel inclined. The department will be watching to see what topics interest you.

FOR MORE INFORMATION

Jodee Sasway at 760-931-2105
or jodee.sasway@carlsbadca.gov
Police emergency call 911
Police non-emergency call 760-931-2197
www.carlsbadca.gov/crime-prevention